2013/2014
WHALE TAIL® Competitive Grants Program
Guidelines and Application Forms

Funded by:

The WHALE TAIL® License Plate Program

*Supporting programs that teach California's children and the general public
to value and take action to improve
the health of the state's marine and coastal environments*

A project of:

**The California Coastal Commission
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2013/2014 WHALE TAIL®
COMPETITIVE GRANTS PROGRAM

GUIDELINES AND APPLICATION FORMS

INTRODUCTION

The California Coastal Commission's WHALE TAIL® grants support programs that teach California's children and the general public to value and take action to improve the health of the state's marine and coastal environments. Adopt-A-Beach programs, as well as other beach maintenance and coastal habitat restoration projects that have an educational component, are also eligible for the grants.

BACKGROUND

This program distributes funds from sales of the California Coastal Commission's WHALE TAIL® License Plate, an official "specialty" license plate issued by the Department of Motor Vehicles for cars registered in California. Proceeds from the sales of the plates benefit the California Coastal Commission's Adopt-A-Beach Program, California Coastal Cleanup Day, and a wide variety of coastal and marine education projects throughout the state.

In 1998, the Coastal Commission started the WHALE TAIL® Competitive Grants Program, along with a second competitive grants program – the Adopt-A-Beach Grants Program. The Adopt-A-Beach grants focused on strengthening and innovating Adopt-A-Beach programs, in which participants pledge to clean "their" beach three times during the year (although school groups can fulfill their commitment with one cleanup); the WHALE TAIL® grants were more general and funded a broad range of marine and coastal education projects. The Coastal Commission has since merged the two grant programs, and funding is now available for either type of project. Attachment A is a list of sample grant recipients.

The California Coastal Commission is a state regulatory and planning agency that operates under the 1976 Coastal Act to manage the conservation and development of coastal resources in California. The Commission's Public Education Program works to increase public knowledge of coastal and marine resources and to engage the public in coastal protection and restoration activities.

OTHER RESOURCES

In addition to this grantmaking program, the Coastal Commission's Public Education Program offers other resources to strengthen coastal and marine education programs. These include a DVD loan library, the "Waves, Wetlands, and Watersheds" classroom and community activity guide, the Coastal Stewardship Pledge for individuals and for classrooms, "Our Wetlands, Our World" high school activity guide, and the "Save Our Seas" curriculum on marine debris. For more information, visit www.coastforyou.org. All items are free of charge and are available on-line or by contacting Public Education staff at coast4u@coastal.ca.gov or (800) COAST-4U.

Where appropriate, we also encourage educators to become familiar with the principles and concepts of ocean literacy. More information can be found at http://oceanliteracy.wp2.coexploration.org/.

PROGRAM OVERVIEW

- **Size of Grants:** any amount up to $50,000 (25-50% of the funding will be allocated in small grants <u>under</u> $10,000). A total of $341,940 will be distributed.

- **Categories of Grants:** The WHALE TAIL® Grants Program will fund projects that fall into any one of the following three categories: 1) Adopt-A-Beach programs; 2) youth programs; 3) programs for the general public. *For the 2013/14 and 2014/15 grant cycles, we have added a special subcategory for projects addressing climate change and/or ocean acidification.*

- **Format:** Applications must be submitted on the attached application forms with attachments. Please print double-sided and use minimal packaging wherever possible.

- **Deadline for Applications (must be postmarked by): <u>November 1, 2013</u>.** Proposals may not be submitted via fax or e-mail.

- **Project Selection:** Staff will review all proposals and make recommendations to the Coastal Commission, which will vote at its February 2014 meeting (tentative date).

- **Notification:** Applicants will be notified following the Commission vote, most likely by the end of February 2014.

ELIGIBILITY OF APPLICANTS AND PROJECTS

Applicants must be either a non-profit organization or a government entity. For beach operation and maintenance projects, the applicant must be a non-profit organization or *local* government agency. For Adopt-A-Beach proposals, both current and new Adopt-A-Beach managers are eligible.

Grants will not be awarded to provide for an organization's general, ongoing administrative costs, or to fund advocacy work.

Grants cannot be awarded to programs that limit participation to a single gender (e.g. Girl Scout troops that do not include boys in their activities). Grants cannot be awarded for projects that include religious content in their programming.

The WHALE TAIL® Grants Program focuses on education about coastal and marine environments. If a project will take place in an inland area or on a bay, the proposal should address how the project includes coastal and marine educational content, including a description of how the connections between bays or inland areas and the coast and ocean will be emphasized.

Grant funds will be allocated primarily for projects not yet funded by this program, but repeat grants will also be considered.

QUESTIONS?

We encourage applicants to contact the Commission's Public Education Program in advance of submitting an application. Please contact Sylvie B. Lee at (415) 904-5271 / slee@coastal.ca.gov; or Chris Parry at (415) 904-5208 / cparry@coastal.ca.gov.

Also contact the Coastal Commission Public Education staff if you are interested in starting a new Adopt-A-Beach Program in an area that does not currently have a program. Adopt-A-Beach Managers are designated by the Commission staff to operate the program in a particular geographic area and serve as the liaison with the Commission. Local Adopt-a-Beach Managers have adapted, modified and added to the program to fit their interests and talents.

CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

1. Educational Component (25 points): Projects funded under this program should have a strong, high-quality educational component involving the marine and/or coastal environment. We encourage experiential, hands-on learning and incorporation of stewardship, where possible. The project's educational content and mode of delivery should be age-appropriate for the target audience. Projects aiming to improve the quality of beaches or coastal or marine habitats will be considered as well.

2. Need (15 points): Projects will be assessed on the degree to which they address an identified need (educational, ecological, social, etc.). Projects that reach audiences who are underserved, including those from multicultural and inland areas, are especially encouraged.

3. Project Concept (30 points): We seek thoughtfully developed ideas, technically sound concepts, and creative, innovative approaches. The degree to which a project could potentially be expanded or continued after the grant ends, and/or build organizational or audience capacity, will be considered. The degree of impact relative to cost will also be evaluated. Up to 5 points of extra credit will be awarded if the project will have a ripple effect beyond itself, by providing tools or knowledge to others in the field, advancing the field into new areas, or building collaborations with other entities.

4. Proposal Content (30 points): The proposal should demonstrate that the concept has been fully thought out and developed into a concrete, feasible project with clearly stated goals, measurable objectives, project design, and method of implementation. A sensible plan for evaluating the project's success should be included, as should detailed and accurate cost information. The likelihood of the project's successful completion will be considered, as well as the strength of the organization's track record and capabilities of project personnel.

RULES FOR GRANT AWARDS

Conditions for grant awards will include the following:
- Grantee agrees to put the California Coastal Commission logo on any promotional materials produced for the program.
- Grantee agrees to hold the California Coastal Commission harmless.
- Grantee agrees to use waiver of liability forms developed by the California Coastal Commission (or the equivalent) where appropriate.
- Funds cannot be used to purchase food, beverages, prizes or cash gifts, insurance, or items that will be sold.
- Projects may be of any length as long as funding concludes by April 15, 2016.
- Amount in grant for indirect costs (see page 7 for definition) must be capped at 10% of amount in grant for employee salaries and benefits**.**

OTHER GRANT REQUIREMENTS

1. **Administrative**. The grantee must assume responsibility for administering the project, including: employing any necessary staff or consultants, maintaining complete accounting and time records, and providing fiscal management. In preparing the grant application, applicants should refer to Attachment B (Sections 3.17.1 and 3.17.2 A of the State Contracting Manual). If awarded a grant, all contracts with the state, and any subcontract under the grant, must comply with all provisions of the State Public Contract Code.

2. **Payment.** Grant funds will **not** be available in advance of expenditures. Expenses will be **reimbursed** no more than once per month upon submission of an invoice by the grantee. Reimbursement will be dependent upon successful completion of work as set out in the proposal.

3. **Schedule.** Because the funds for these grants were appropriated in FY 2013/2014, which ends on June 30, 2014, proposals must include work tasks that begin before June 30, 2014.

APPLICATION PROCEDURE

A complete application package will consist of **an original and one copy** of the following materials:

1. **Application Summary** (see attached form).

2. **Project Description** (2-5 pages, written in at least an 11-point font), including the following information, organized under subheadings:

   (a) The **goals and objectives** of your project, how you will accomplish each objective, and how your objectives will accomplish your goals. (Objectives should be simple, understandable and as specific and measurable as possible.)

   (b) **Description of the target audience**(s) – (number of people, ages or grade levels, other demographics including ethnicity and other relevant socioeconomic information), and geographic area served by your project.

   (c) **Project details –** a step-by-step description of how the project will be carried out, including any plans for recruiting your target audience, and any plans for community outreach, publicity, and/or sharing the results of your project. Repeat proposals for previously funded projects should include what was accomplished through the previous grant, how the new proposal builds on the previous work, past evaluation results, and a description of how these results informed or changed the project.

   (d) **Statement of need for the proposed project** – please be as specific as possible and include an explanation as to why this particular project is suited to meet the articulated need.. A demonstration of the specific needs of the target audience can be included here, including the results of any needs assessment work that was used to develop your project plan.

   (e) **Statement of need for the requested funding** – including a description of any other resources that are available. If the project is expected to continue beyond the end of this grant, explain the longer-term funding plan.

3. **Evaluation plan** (no page limit) – The WHALE TAIL® Grants Program has recently been putting more emphasis on evaluation. Understanding the effects of a project can help guide future improvements and mid-course corrections, as well as help to evolve the environmental education field as a whole.

   The nature and extensiveness of the evaluation will vary depending on the type of grant and size of budget. As a very rough rule of thumb, consider allocating 5 to 15% of the budget on evaluation. Grant recipients will be required to submit evaluation results at the end of the project period as part of their final reporting. If your project has been previously evaluated and you are satisfied with this effort, you may not need to conduct a detailed evaluation at this stage. In that case, let us know about prior evaluations, how they apply, and what you will be doing to supplement those results for the current project.

For this section, describe your evaluation plan; that is, how you will measure and document the outcomes and impacts of your project on your audience(s). Organize your evaluation plan using the goals and objectives articulated in your project description; in other words, describe the techniques that will be used to evaluate project outcomes and success relative to each goal and objective. Examples of possible indicators of outcomes are audience satisfaction with the project experience; changes in their knowledge, skills, attitudes and/or behaviors; and changes to the environment. Also, describe the logistics of your evaluation - how and when you will gather evaluation data? How will you use the evaluation results (beyond the reporting requirements for this grant)?

In planning your evaluation, consider whether quantitative methods such as pre-post tests and surveys; qualitative methods such as interviews, focus groups, and observation; or a combination of methods is most appropriate for learning about your program and its impacts. If available, please include in your supporting documents any evaluation tools that you will be using. (Our online resource to assist you with the evaluation process is available at http://www.coastal.ca.gov/publiced/plate/wtevaluation.pdf. Another can be found at http://meera.snre.umich.edu/.)

4. **Permits required** (if any).

5. **Tasklist and timeline** for the project. (Bear in mind that funds will not be available until March of 2014 and some work tasks must be scheduled to begin before June 30, 2014.)

6. **Budget** (using the provided Application Budget Form or a similarly formatted budget page).

7. **A resolution from the applicant's governing body** that contains the following authorizations: authority to submit the proposal, authority to enter into a contract with the California Coastal Commission if the grant is awarded, and designation of the applicant's authorized representative (name and title). If the authority to perform such tasks has already been delegated by the governing body, a letter from the person who has that delegated authority is sufficient.

8. **Description of the applicant's organization**, including:
   - the year it was founded;
   - its qualifications for undertaking the proposed project, including its track record with any similar undertakings;
   - the qualifications and capabilities of key staff assigned to the project, including a description of their roles;
   - the organization's current annual budget including sources of funds (budget information is not necessary for public schools or government agencies); and
   - the names and occupations of board members or organization leaders.

9. **The following attachments**:
   (a) For non-profits, proof of non-profit status in the form of an exemption letter from the IRS or California Franchise Tax Board.
   (b) A project site list and/or map, if applicable.
   (c) Brochures from the applicant's organization, plus any other supporting material you would like to provide such as newsletters, press clippings, or letters of support from project partners or others. Any letters of support may be addressed to "California Coastal Commission" or "Whale Tail Grants Review Panel."

Submit complete application packages to: WHALE TAIL *Grants Program*
California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105

WHALE TAIL® Grants Program

APPLICATION SUMMARY

1. Applicant Organization:_____

2. Name and Title of Contact Person _____

3. Address:

   _____

   _____

4. Telephone:_____Fax:_____Email:_____

5. Website: _____

6. Project Title: _____

7. Brief Project Summary:

   _____

   _____

   _____

   _____

8. Number of people who will be served by the project (estimated)_____

9. Requested Amount: $_____

10. Total Project Budget: $_____

11. Number of Months Required to Complete Project: _____

    Start date: _____ End date: _____

12. Is your organization a ☐ non-profit corporation? ☐ government agency? ☐ school?

13. How did you find out about this grants program? _____

14. Proposal Prepared by: _____ Title: _____

    Signature: _____ Date: _____

WHALE TAIL® Grant Application Budget Form

PROPOSED BUDGET

(The applicant does not need to use this form, but should follow the general structure.)

Organization Name: _____

Project Title: _____

Requested Amount *($50,000 maximum)*: $_____

	Grant Request Budget	**Total Project Budget (if different)**
Personnel:		
Salaries and Wages [1]	_____	_____
Benefits [2]	_____	_____
Subtotal Personnel	_____	_____
Operating Expenses		
Postage/Shipping	_____	_____
Supplies/Materials [3]	_____	_____
Travel [4]	_____	_____
Indirect Costs [5]	_____	_____
Other:		
_____	_____	_____
_____	_____	_____
Subtotal Operating Expenses	_____	_____
Total Budget	_____	_____

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[1] *Attach an explanation of rate(s) and hours for each position for which funds are being requested.*

[2] *Amount requested for benefits not to exceed 40% of amount requested for salary or wage.*

[3] *Include a list of the major supplies and materials and how much they cost.*

[4] *Personal vehicle travel reimbursement currently paid at the rate of 56.5 cents/mile.*

[5] *Indirect costs include, for example, a pro rata share of rent, utilities, and salaries for certain positions indirectly supporting the proposed project but not directly staffing it. Amount requested for indirect costs should be capped at 10% of amount requested for "Total Personnel."*

Examples of Past WHALE TAIL® Grants

- **Mayfair Middle/High School**   **$5,230**

Project Title: *Middle School Marine Science Course*
Project Location: *Lakewood (Los Angeles County)*

Serving a diverse student body, Mayfair has a middle and high school on the same campus in the Bellflower Unified School District. A marine science course is offered to eighth-grade students, and the school's science teacher received a grant to add hands-on labs and other educational activities to the lecture-based course.

The hands-on activities will include water quality testing, constructing a model of the sea floor, an ocean currents lab, how the ocean supports life on Earth, plate tectonics and seafloor spreading, waves and tides, and seawater chemistry. Using microscopes and dissection kits, the students will participate in a microorganism lab and also dissect squid, sea stars, fish, and a shark. They will design models of plankton out of play dough and race them to see which one sinks most slowly in a tank of water. They will also take part in an oil spill cleanup lab, visit the Cabrillo Marine Aquarium, have a beach cleanup in Long Beach, analyze the trash collected, and display posters in the community about litter's impact on the marine ecosystems and solutions to pollution in the environment.

- **The Ocean Foundation**   **$8,500**

Project Title: *Ocean Connectors*
Project Location: *San Diego*

The Ocean Connectors program serves 1,500 mostly Spanish-speaking San Diego youth from grades four through seven and emphasizes how the migration of ocean animals illustrates the connection between the world's coasts and oceans. In fourth grade, the students study the migrating California gray whale and ocean conservation and exchange letters and art regarding what they have learned with students living near gray whale calving lagoons in San Ignacio, Mexico and others in Kodiak, Alaska, the other end point of the whales' migration. They also take a whale-watching boat trip.

Students in grades five and six study endangered green sea turtles that live in San Diego Bay, including the migration of the turtles to Mexico. They also exchange letters and art with children in Baja, Mexico living near the beaches where the San Diego sea turtles nest. Fifth-graders visit the Chula Vista Nature Center and sixth-graders learn about sea turtle biology and observe scientists at the Marine Turtle Research Program. Finally, seventh-graders study the migratory black brant goose which travels the Pacific Flyway from the Arctic to Loreto, Mexico. They help restore coastal wetland habitat to benefit migrating birds, learn about the habitat's ecology, identify shorebirds, and exchange letters with students in Loreto. (While this overall program also includes educating students in Mexico and Alaska, all activities supported by the WHALE TAIL® grant focused on the students living within the state of California.)

- **Mountains Recreation and Conservation Authority** $9,993

Project Title: *Junior Rangers – Oceans Unit Pilot Program*
Project Location: *Los Angeles and surrounding areas*

The Mountains Recreation and Conservation Authority (MRCA) is a parks agency in the Santa Monica Mountains operating a Junior Rangers program serving urban youth from Los Angeles. The Junior Rangers program already offers units about the mountains, rivers, and wetlands. Funds were provided by the Coastal Commission to develop and pilot a unit on the oceans to increase the ocean literacy of Junior Rangers and their families.

The Oceans unit will offer ten after-school meetings held at local parks, covering topics including watersheds and how people's actions impact the environment, ocean ecology, effects of climate change, wildlife observation, Leave No Trace outdoor etiquette, and a meeting with a professional scientist. The program will also include a family trip to the ocean and an overnight trip for the youth, featuring camping, tidepooling, beach exploration and cleanup, and a hike to gain a bird's-eye view of the coast. Once developed, the Oceans unit will continue to be offered in the future.

- **Save Our Shores** $25,610

Project Title: *Beachkeepers Program*
Project Location: *Santa Cruz County*

Save Our Shores (SOS), the Adopt-A-Beach manager for Monterey and Santa Cruz counties, is expanding community efforts to maintain clean beaches by starting the Beachkeepers program in Santa Cruz County. The program was developed in response to local residents expressing that they wanted to conduct regular beach cleanups independently (beyond the Adopt-A-Beach events Save Our Shores already organizes), and that they were especially interested in taking care of "their" beach that they visit most often. Harnessing this interest and creating a network of like-minded beach lovers, the Beachkeepers program trains motivated volunteers to hold their own beach cleanups, gives them supplies and a uniform, and provides a forum for them to share information about their activities. They can post to the Beachkeepers Facebook page, blog on the Beachkeepers webpage, post data on what they collected, share photos, chat with one another, and inspire others to join the network. Once the Beachkeepers pilot in Santa Cruz is over and the program runs well, SOS plans to expand it to other beaches.

As a separate way to help keep beaches cleaner, Save Our Shores will also install signs with "do it yourself" trash bag boxes at six particularly dirty beaches in northern Santa Cruz County, encouraging visitors to clean up after themselves.

- **Tolowa Dunes Stewards/Smith River Alliance** $29,756

Project Title: *Students Connect with Dunes & Wetlands*
Project Location: *Del Norte County*

Tolowa Dunes Stewards (TDS) is a project of the Smith River Alliance and is a volunteer association protecting and restoring the Tolowa Coast— the dunes and wetlands of the Lake Earl coastal lagoon, Smith River estuary, and Tolowa Dunes State Park. The biodiversity of this area is threatened by invasive European beachgrass in the sand and estuarine habitat. TDS is working with Del Norte County students to remove the beachgrass and restore dunes and wetlands while teaching them about dune and wetland ecology, local natural history and Native American cultural history, local birds and animals, and sensitive coastal habitats.

Students have taken part in habitat restoration events before, but without any educational context, and their teachers have asked for more opportunities to participate. A WHALE TAIL® grant is allowing TDS to build its educational capacity and make restoration events more enriching by developing teaching strategies and tools for educators to use in the classrooms beforehand, games and guided activities to engage students in the field, handouts, and presentations. The Stewards will also purchase enough tools to host 50 students at a time taking part in habitat restoration.

- **Ocean Institute** $32,900

Project Title: *Citizen Science Lab Teaching Stations*
Project Location: *Dana Point*

The Ocean Institute has built a new Seaside Learning Center on a dock on the water at Dana Point Harbor, just in front of its existing campus housing marine science, maritime history, and environmental education programs. The new Learning Center will help visitors of all ages learn about the marine environment as well as current threats to ocean health and actions the general public can take to help address these threats.

A grant from the Coastal Commission supported several stations at the Learning Center. The first is a biodiversity station, with tanks filled with fish and invertebrates, a wet table displaying organisms that attach to the bottom of the dock, and another wet table where visitors can use a sieve to find invertebrates from the mud at the side of the dock. The second station is an aquatic acoustic listening station, featuring sensitive microphones in the water. People at the listening station will switch between different radio receivers to listen to the different microphones and use an audio mixer to focus on specific frequencies for different marine mammals. Funding also supported the purchase of water quality probes at a third station, the water quality analysis station, so visitors can measure the health of the water in Dana Point Harbor.

FISCAL GUIDELINES   ATTACHMENT B

STATE CONTRACTING MANUAL

3.17.1 SUBVENTION AID OR LOCAL ASSISTANCE CONTRACT TRANSMITTAL

A. The Contract Transmittal form, STD 215, for subvention aid cost-reimbursement types of contracts must:

1. Advise whether the contracting agency, with the advice of the State Personnel Board, has determined that the reimbursable salaries do not exceed salaries payable to State personnel for similar classifications; and

2. Identify the classifications and rates involved if the reimbursable salaries exceed State rates, and state the reason for such higher rates, and how the agency's interests are served by the contract.

3.17.2 SUBVENTION AID OR LOCAL ASSISTANCE CONTRACT FISCAL CONTROL PROVISIONS

A. Payment provisions in subvention aid contracts should be on a cost-reimbursement basis with a ceiling specifying the maximum dollar amount payable by the agency. Contracts must set forth in detail the reimbursable items, unit rates, and extended total amounts for each line item. Among other matters, the following information should be documented:

1. Identify and justify direct costs and overhead costs, including employee fringe benefits;
2. Monthly, weekly or hourly rates as appropriate and personnel classifications should be specified, together with the percentage of personnel time to be charged to the contract, when salaries and wages are a reimbursable item;
3. Rental reimbursement items should specify the unit rate, such as the rate per square foot; and
4. If travel is to be reimbursable, the contract must specify that the rates of reimbursement for necessary traveling expenses and per diem shall be set in accordance with the rates of CalHR for comparable classes and that no travel outside the State of California shall be reimbursed unless prior written authorization is obtained from the agency.